



Memorandum

TO: City Council

FROM: Mayor Chuck Reed
Councilmember Nancy Pyle
Councilmember Rose Herrera
Councilmember Sam Liccardo

SUBJECT: SEE BELOW

DATE: June 17, 2011

APPROVED:

DATE:

Chuck Reed
Nancy Pyle
Rose Herrera (A.G.)
6/17/11

**SUBJECT: AGREEMENT FOR AIRPORT AIR SERVICE MARKETING
COMMUNICATIONS CONSULTING SERVICES**

RECOMMENDATIONS:

Defer Item 2.8 from the June 21, 2011 City Council Agenda until August 23, 2011 and direct the Administration to:

- a. Prepare a plan to focus consultant services on the highest priorities of the Airport: engagement with Airline CEOs and route planning executives to recruit more flights and service between San José International and major domestic and international destinations;
- b. Identify in the plan how funding resources will be allocated to the consultant scopes of work;
- c. Work with the Communications Working Group Chair and the Office of Economic Development to develop a plan; and,
- d. Present the approved plan to the Airport Ad Hoc Committee at its August 18, 2011 meeting.